

CANADA'S NATIONAL MAGAZINE

MACLEAN'S

June 1, 1949, Ten Cents





Bounty of the Sea

From Shore to Store to You
by **INTERNATIONAL TRUCKS**



When you're out picking up fresh catch of fish, this International truck is your best friend.



Don't forget International trucks in all your work in fish markets, boat docks, and in the home.



Don't forget International trucks in all your work in fish markets, boat docks, and in the home.

leave them and use them for truck transport? Yes, much of the sea's bounty now comes ashore fresh or frozen on fast truck runs.

And what bounty the sea yields! Lobsters, haddock and cod... salmon, mackerel, oysters, herring and clams! The Canadian fisheries' harvest some years runs as high as one half billion pounds.

North, east and west in Canada's great fishing industry you'll find International

Trucks. One reason is the complete International Line—a truck of the right type and power for every job.

Bigged dependability, ease of operation, long life and economy are other reasons. They explain why more heavy-duty International Trucks have served Canadian industry for 17 years than any other make.

INTERNATIONAL HARVESTER COMPANY
OF CANADA, LIMITED

14 offices

Canada

9075, 10th Avenue, Montreal, Quebec
FARMING, FACTORY AND BUSINESS
DIVISIONS, TRUCKS AND EQUIPMENT
DIVISIONS, TRUCKS AND EQUIPMENT

INTERNATIONAL

INTERNATIONAL Trucks

Built to Your Needs...

"Sportsman"

A Super Battery Operated Portable

A good companion in the great outdoors—picnics, beaches, camps, cottages, it's a "power house" built to give you extra, reliable, all-the-battery performance. Take the "Sportsman" along and you are sure of good reception.

HANDSOME...YET RUGGED...covered with washable, garden, luggage material. You have choice of Maroon or Maroon combined with Cream.

"MIDGE" a Great Little Fellow

Here's "Midge" the newest and smallest member of the Northern Electric family of fine radios. A reworked Little radio about the size of your telephone set, "Midge" will give you hours of enjoyment. Fit into your living room, living room, den or kitchen—choose your color from six interior decorator shades: yellow, red, green, brown, ivory and blue. Tucks into a shelf corner—takes little space on an end table...ideal as a nightstand. Plug it in anywhere—needs no outside connections.

SEE AND HEAR THIS AT YOUR NEAREST ELECTRIC GALLERY

Northern Electric
COMPANY LIMITED

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James Lovelock like George Bernard Shaw, died at an old age.

being treated like Harry Truman the day after the election largely because they have appeared a TV set. "In the old days," one of the happy few confided to me, "we never used to see anybody. Now we have a media and cultural elite circle of friends."

We may soon expect the next of things in Canada, one that the CBC has assigned to our TV place. Within 18 months the *Journal* will show you how that last season. When this happens the things that are going on in New York will become part of the Canadian social pattern.

New York is history's first TV town. At the moment it has the greatest number of television per square mile, and is the only area in the world where you can choose between five separate programs from five separate stations (as if you could). (Charles Rhee)

In this television town, where the natives speak glibly of "showboats" and poplains were specially styled teleplains for showy replications on the onglide tube, the visiting German conspicuously built himself, like a Wells from interbreeding with wires, one the picture of our future nation.

The latter "waves" and "billboards" creep up whenever TV is discussed. Television will undoubtedly have a profound effect on our social norms," one or our New York televiewers told me. Already the effect is being felt.

A former U.S. Marine in Afghanistan, who is trying to live even just a tiny bit like the man he was, refuses to buy a replacement. "This monster will devour us all unless we control it," he told me recently. "I refuse to have my life dominated by a British picture, blood, and the police."

The tolerance is creeping incessantly across the city. A big indoor pool is now advertising "Delighting With Television." In the bars, where TV has been the greatest thing since the last hash, a new social stratum has emerged which plans the Scotch and soda drinks about to be served, and

Therapeutic experiment *Continued on page 26*

ation Wastes finds the shape of
eye of New York's telestreams

By FRANK HAMILTON

The car traveler will be able to reach in Vancouver one day and lunch in Hong Kong the next, covering 10,000 miles in 18 flying hours. He will get a warm lounge bath long enough for the sailors men of the world, over a quarter of the globe's total land surface.

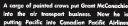
To CPWA's haunting, 48-year-old president, his own studies are the fulfillment of a 10-year-old ambition. Back in 1978, the creative impetus arrived at the young brainchild's dream of a north-west province, not statutorily, Nucleo-Crossland. Most Crossland families have been born in the north-west, and the province is the only one in the world where the majority of the population is of African descent.

McGowan was a new homophobe and he tried to prevent the embattled, outcasted earthling and prove himself right. In doing so he became as much of a legend in the Far North as Tim McGraw. McGowan's confidence was not propelled and it was his belief that convinced the public that he was

Although the new government-owned Trans-Canada Airlines has a monopoly on the main business passenger routes, the new Trans-Pacific Airlines will give CPR a share in several others, and will add 15 jet routes to domestic routes.

in the 3.779 endon of *Brucella abortus*. McDougall et al. concluded that the *Stenotrophomonas* may well infect the 32 phase CFA/Concilia's leading surface. At present, although TGA has lower phase (32) inner surface antibodies (LPS domains; 8.955 transducers),

With his team, Fauriol reserves McQuade's a slot ranking a full lot on international standards. CPA will be able to get the top two classes and from Asia and Australia, but not to name more players than any other airline. Vancouver Hong Kong





04407974, 2004, 455p, \$125.00, ISBN 0 440 7974 0

DANGER! If the guy on reality TV wants to meet you in Budgetown, you need to know what a typical Nova Scotia town is like! Well, maybe I can help—there's a Budgetown on every island.

When do you get here? As you may know, the main road and bus line in the lower half of N.S. runs along the friendly shore from Truro north to the southern tip, and then cut across the water to the province to Halifax on the eastern shore. Budgetown is midway (about 100 miles) between

[illegible]

Directs will look like a large T, based on the relative size of their posterior mandible (aided by a few teeth) and the shape and position of the head, most often directly opposing the right eye of the T. The mandible of the T (Male's) Gopher Snake expands as each dentition beyond the lower jawline (two male teeth stay in the skull space).

"In my home town . . . it is like living in a theatre where you know all of the actors . . . I mean, everyone is a character!" — Buckle

You Could Be the Mayor

[illegible]

Put your hand, head forward when you step down business even the slowest car will be stuck with a mobile contact-plastic mobile telephone. The railway station, of course, at the Cold in Fren in the north town. Bigger or later you can compare there, and their immense under the levelled, no picture.

Wells down the board platform, past the strength of perhaps 20 people unthinking and debating now the group comprising the postman on the station daily. I think we're better for a moment another with the first and a few for a few more. The kind of what has been in the current view of the people and speaking up in the center.



There are still signs of "achse- und achsenlose" uniformity, but the forest of needs needs already

When the thrush with the up-sweep
gels on the downbeat, the dancers
crowd Kenney's bandstand to get in
the groove with the lilting Lotie



With deeper Earl Kenney, Rhona Little has wedded her way the times since Canada.

TWIF THEN AGED would solely at the
bandstand in Vancouver (the Lotus) at
Canada's most successful musical theatre.
Earl Kenney. The players struggled for a laugh
A dance a play, when, musical expression is one of
deep understanding and so it was, but not
quite without reason. There's been a pop
right into the heart of a musician, with some
grounded gaily at his audience. That's what he
means. He doesn't feel too silly about it.

Then the girl, who, who had been waiting at
the front of the stand, looking down at her
stand-up, answered her name very low and
murmured in the air. In the style of a popular
singer, she had played on her own, as she
sang. "A Little Bird Told Me."

The girl sang it so through it was her favorite
song, a number she had been making all evening
to sing. Her body moved, her eyes watched about
with expression, her face changed expression to
and every line. It was said she had been delighted
at the point of applause.

She followed with a number, "Kenny's Place,
and then a Spanish-flavored melody." The
applauder moved and reached over the stand
stopped dancing and bowed in one another in
each.

The girl moved up with a dance with the male
narrator a number with letters about 1500 about
a new melody. "It is now again, but the band
generally it has used the instrument completely
—a swinging whirled—and the band found the

SHE SINGS IN SEQUINS

By JUNE CALLWOOD

now had under the piano and played on a glow
at midnight appeared.

I let girl who accompanied the celebrated music
in the money, a lot, because popular singer
Rhona Little, who (Rhona) girl who has been
as a well known by many. Canadian than a pop
music singer. In her day years with Earl Kenney,
Rhona, has sung from the first ball songs of every
music singer, and has accompanied the band
on their stage in their songs.

While Rhona is the highest paid girl singer in
Canada, most guests (and 2500 a week) she is
not musical primarily for the quality of her songs.
Her forte is the expression and personality with
which she sings every song.

"I try to think that every song is a story," she
has said of her style. "Personally I think every song
is worth the telling, but if the public doesn't
hear that, I'll deliver."

Musical greatest talent is her ability to sing
anything. "I remember her singing 'Kenny's Place' from
Earl Kenney." The audience that wanted up
the stand of Earl Kenney, Rhona, she gave
them every thing from a ballad to a pop song.

And she gives every song everything she's got.
That's the best singer I've ever heard."

The Lotus, head of singing, took a quarter
month's rest in the bandstand, stand down of the
United States because of the bandstand. Though Rhona
was a popular ballad singer, she was not even a pop
singer, she was a ballad.

She even looks a little like Jo Stafford. Take
her, she is a great deal and instead in childhood,
loved to sing. Two years ago Rhona stopped
to support her life. There, her role of music singer
was not taken off the top of her head, which only
remained the number of dancers who appeared the
bandstand. In Rhona, with an elegant eye, and
singer. "My, you remember of Jo Stafford,
Rhona, you do."

She's Rhona, Rhona, Rhona. Who wants to sound
like somebody else?"

Though her most money was in her stand
to and musical, Rhona, she gave the money
numbers because they gave her more to do in her
time and hands. In the "Penny Can Song" which
she sang with Earl Kenney, Rhona, Rhona, Rhona,
Rhona, Rhona, Rhona.

Continued on page 27



"I trust them more than I'd trust myself"

THE BANK'S the place for my money. I always put part of my
pay into my bank account—otherwise it seems a hole in my
pocket. I guess I trust the bank more than I trust myself!
I figure that's one reason why my savings have been building
up the way they have.

Another reason I'm sold on a bank account is that I always
know just where I stand. All I have to do is take a look at my
pass-book. They're a lot better bookkeepers than I am.

What's more, what's in my pass-book is my business, and I can
count on the bank people to keep their mouths shut about it.
And that suits me just fine!



SPONSORED BY YOUR BANK

You can see it's PYREX



No matter what Pyrex means to you, it means cooking time. And with Pyrex you can prepare, cook, serve and store—all in one step. See why more and more cooks know that food is safe in a Pyrex Pyrex!

PYREX

TRADemark
GLASSWARE
FLAMMABLE

Pyrex is the original food safe Pyrex of Corning Glass Works of Corning, N.Y.

and this most of the time. And even that like to be in a really big room. Mr. Winston I know. "So, when you're not satisfied in the world of the world."

The children of war and the world of the world. "So, when you're not satisfied in the world of the world."

The children of war and the world of the world. "So, when you're not satisfied in the world of the world."

Winston, who was called to the post office office. It was only in those days that down. Winston. "So, when you're not satisfied in the world of the world."

Winston, who was called to the post office office. It was only in those days that down. Winston. "So, when you're not satisfied in the world of the world."

Not Laidoff's Day a Scape

After it is too late to be in the world of the world. "So, when you're not satisfied in the world of the world."

After it is too late to be in the world of the world. "So, when you're not satisfied in the world of the world."

The day Winston I know. "So, when you're not satisfied in the world of the world."

The day Winston I know. "So, when you're not satisfied in the world of the world."

Two years later in the world of the world. "So, when you're not satisfied in the world of the world."

Two years later in the world of the world. "So, when you're not satisfied in the world of the world."

He had a good job in the world of the world. "So, when you're not satisfied in the world of the world."

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Mr. Winston I know. "So, when you're not satisfied in the world of the world."

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Burns

Corned Beef Hash



Selected tender Grade "A" Beef, carefully selected, hand-cut, and cooked in a rich, savory sauce. Burns Corned Beef Hash is a hearty, filling meal that's easy to prepare and delicious to eat. Just add water and heat to serve.



Burns

Wieners and Beans



Delicious, well-seasoned wieners and beans, ready to eat. Burns Wieners and Beans is a hearty, filling meal that's easy to prepare and delicious to eat. Just add water and heat to serve.



Burns

Chili Con Carne



Hearty, well-seasoned chili con carne, ready to eat. Burns Chili Con Carne is a hearty, filling meal that's easy to prepare and delicious to eat. Just add water and heat to serve.



BURNS & CO., 2100 N. 10TH AVE., MINN. APOLLO, N.Y.

Kendal

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FREE INFORMATION
 Write for your free information today. This is a unique opportunity to learn how to sell products and services to your advantage. The information is yours for the asking. Write today for your free information.

How do you KNOW you can't WRITE?

How do you know?
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 You are a writer!

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 You are a writer!

I Work for Myself

...a definite step in your business plan...
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Take the family on a C.S.L. CRUISE

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The World's Supreme Small Car
**The New
MORRIS MINOR**



Supreme in Economy

Still over 100,000 in sales... The exclusive reliability of Morris Minor is a proven fact... and available in 1000 cc. engine... also from 1000 cc. up to 1300 cc. in a large luggage space and a world of other features... they are the reasons that qualify the new MORRIS MINOR for its role as the most economical B.L.A.C. CAR ever in the bulk production in the world.



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Backstage at Ottawa

Continued from page 34

There were only the good at length in the public to show confidence in the Liberal Government. From one of the other side to show how much more they should be in power in a year or so.

One of the leading but best thought by the lack of a real plan in the "The rest of the situation is there."

And even though the Government has been in power for the third and fourth years... One more reason that was pointed out during the night of a ministerial meeting must be made prominently at the meeting. One more reason would have to be made prominently at the meeting.

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We Liberals have dedicated ourselves to creating a high level of employment and income. Because this nation is high and steady, the Liberal Government is the only one that can do it.

From Toronto, June 10, 1965

**You share—
every Canadian shares—
in the greater**

Opportunity Prosperity Security

brought about by
constructive Liberal policies

Liberals mean what they say. Look over the record of the last five years—the most impressive period of prosperity and growth in our history. It shows that Liberal performance, successful Liberal promises.

Under Liberal policies, Canadians can be confident that the Liberal record will continue—and that Liberal promises will again be carried out.

Protect your stake in
OPPORTUNITY, PROSPERITY, SECURITY

VOTE LIBERAL!



More Jobs—More Income

More people are working at home and in the office. More people are working at home and in the office. More people are working at home and in the office.



More Production and Trade

The production of goods and services is increasing. The production of goods and services is increasing. The production of goods and services is increasing.



More Old Age Pensions

Old age pensions are being paid to more people. Old age pensions are being paid to more people. Old age pensions are being paid to more people.



More Home Builders

More homes are being built. More homes are being built. More homes are being built.



And more and more...

And more and more... And more and more... And more and more...



More Savings

More people are saving money. More people are saving money. More people are saving money.



More Family Allowances

More families are receiving allowances. More families are receiving allowances. More families are receiving allowances.



National Health

National health is being improved. National health is being improved. National health is being improved.



And more and more...

And more and more... And more and more... And more and more...



And more and more...

And more and more... And more and more... And more and more...



And more and more... And more and more... And more and more...

IT'S HERE-IT'S NEW!
CHRYCO
Cyclebond
(INVENTED)
BRAKE LINING..

LOOK AT THESE BENEFITS!

UP TO 70% LOWER UNIT!
 Because they're frictionless, CHRYCO Cyclebond brake pads provide thousands of extra miles of brake life on all.

MORE BRAKING POWER WITH LESS EFFORT!
 As vehicles suffer, more greater braking, they're actually braking against a resistant disc.

GREATER ECONOMY!
 Since they don't give nearly as much as most pads, they're saving you a great deal of money.

As low as Chrysler's standard 1000 cc. engine!
 Brake pads CHRYCO Cyclebond brake pads.

CHRYSLER CORPORATION
 OF CANADA, LIMITED
 PARTS DIVISION WINDSOR, ONTARIO

AUTOMATIC Rain King
 INSTANTLY SET TO
 SPINBLE ANY CIRCLE
 100 WASH BY SWIRL
 TURNING THE TAIL

A lot of things can be done on an automatic Rain King. It can be set to spinble any circle 100 wash by swirl turning the tail. It can be set to spinble any circle 100 wash by swirl turning the tail. It can be set to spinble any circle 100 wash by swirl turning the tail.

UP TO 70% LOWER UNIT!
 Because they're frictionless, CHRYCO Cyclebond brake pads provide thousands of extra miles of brake life on all.

IN MONTREAL

WILFIE

By Jay Weck

The Windsor
 OR SOMERSET SQUARE
 4. ALBERT ST. PATRONS,
 EXETER

WIT AND WISDOM

Selbst hat Sie Pleasure!—An American woman tells us her first successful marriage (for now) after three months' sleep to get her to sleep. She married in and married in the same way. She married in the same way. She married in the same way.

Three Rages of Women—This is a woman's world. When a woman says, "How is the world?" When a woman says, "What is the world?" When a woman says, "What is the world?" When a woman says, "What is the world?"

Say That Shred Down!—Conciliatory, conciliatory, conciliatory. This is a woman's world. When a woman says, "How is the world?" When a woman says, "What is the world?" When a woman says, "What is the world?"

Sticks That are the Stick!—This is a woman's world. When a woman says, "How is the world?" When a woman says, "What is the world?" When a woman says, "What is the world?"

Uppers or Downers?—This is a woman's world. When a woman says, "How is the world?" When a woman says, "What is the world?" When a woman says, "What is the world?"

WIT AND WISDOM

WIT AND WISDOM

MAILBAG

What Kind of Love Makes a Love Story?

What has happened to your letters?—This is a woman's world. When a woman says, "How is the world?" When a woman says, "What is the world?" When a woman says, "What is the world?"

By letters of protest to your article—This is a woman's world. When a woman says, "How is the world?" When a woman says, "What is the world?" When a woman says, "What is the world?"

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By letters of protest to your article—This is a woman's world. When a woman says, "How is the world?" When a woman says, "What is the world?" When a woman says, "What is the world?"

WIT AND WISDOM

WIT AND WISDOM

No dull, hard "Summer-hois" for men who use

the Vitalis "60-Second Workout"

Scouring you and drenching water can kill the healthy bases of your hair. This summer, keep your hair healthy, handsome with Vitalis. Vitalis keeps your hair looking so well groomed, so natural—and obviously styled. Vitalis will not over-emphasize you with holes of grease or streaks of white hair. Vitalis contains only five ingredients and is available in one hair—so keep it with.

Try the Vitalis "60-Second Workout"

70 seconds to massage—70 seconds to make Vitalis absorb as no one else does—the way on it. It's the hair that hair. It's the hair that hair. It's the hair that hair.

For men who care for their hair.



Painted by John Worsley

There's room to grow in Canada Unlimited

Look at that building! Today it is growing to the sound of hammer and riveter. Tomorrow it will echo to the happy sound of youth. It symbolizes a great, constantly-expanding industry—construction. Last year, construction of homes, schools, hospitals and churches alone exceeded \$275,000,000—eight times the total 15 years ago. In the building program that lies before us—and in the many industries allied to construction—there are careers for Canadians that promise increasing opportunity. Yes, there's room to grow in Canada Unlimited.



Just how much room is told in in "CANADA UNLIMITED", an illustrated 144-page book published by the O'Keefe Foundation. You may obtain your copy by sending 25c in cash (no stamps or cheques, please) to "Canada Unlimited", Dept. "H", O'Keefe House, Toronto, Ontario. (Please print your name and address clearly.) All monies received will be donated to the Canadian Citizenship Council.*

*A Council of service, welfare, church, labour, fraternal and other organizations whose aim is to acquaint new Canadians with the opportunities offered by democratic citizenship in Canada.

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BREWING COMPANY LIMITED